



ALOYSIUS
BUTLER
& CLARK

DE529 CAMPAIGN REPORT

OCTOBER – DECEMBER 2019

CAMPAIGN OVERVIEW AND HIGHLIGHTS

Summary:

The DE529 Education Savings campaign ran from October through December 2019. Display banner ads, Facebook/Instagram Newsfeed ads and E-mail tactics were used to demographically and geographically target our audience. In addition, we ran a :30 radio spot across the top ranked stations within the Wilmington and Salisbury-OC radio markets. For the campaign, our tactics drove users to the Delaware.gov site, specifically the Education Savings Plan page: <https://treasurer.delaware.gov/education-savings-plan/>

Campaign goal:

Drive people to the site to learn more about Delaware’s 529 Education Savings Plan

Target audience:

Parents with kids 0-12 years + Grandparents, in the state of Delaware

Tactics:

- Terrestrial Radio (WSTW-FM, WJBR-FM, WDSD-FM, WWFG-FM, WZBH-FM)
- Facebook/Instagram/Audience Network (Newsfeed Image Ads)
- Brandywine Buzz E-Newsletter (Advertorial E-Blast + E-Newsletter Banner)
- Capegazetteonline.com (Dedicated E-Blast to 100,000 verified email addresses)
- Newarkpostonline.com (Banner Ads + E-Blast banner)
- Local.com Sites (Banner Ads)

Success metrics:

- Impressions
- CTR
- Email Open Rate

Highlights:

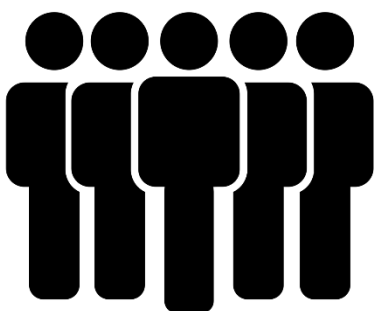
- **Over 569K impressions** delivered with our digital tactics
- Our banner ads & newsfeed ads produced an **exceptional** CTR of **25.75%**
- **Over 25K** combined email opens, with an average open rate of 21.23%
- The flighted radio schedule produced over 503K impressions, **spreading our campaign messaging throughout the state**
- **Radio** had a 25.3% reach amongst Adults 25-54 with a 4.7 frequency to hear our message
- *Please note that Facebook/IG/AN Newsfeed Ads did not run from 11/11 – 12/31 due to client verification issue*

Campaign Takeaways

503K (Radio)

569K (Digital)

Impressions



25.75%

CTR



25K


Email Opens



21.23%

Average Open Rate

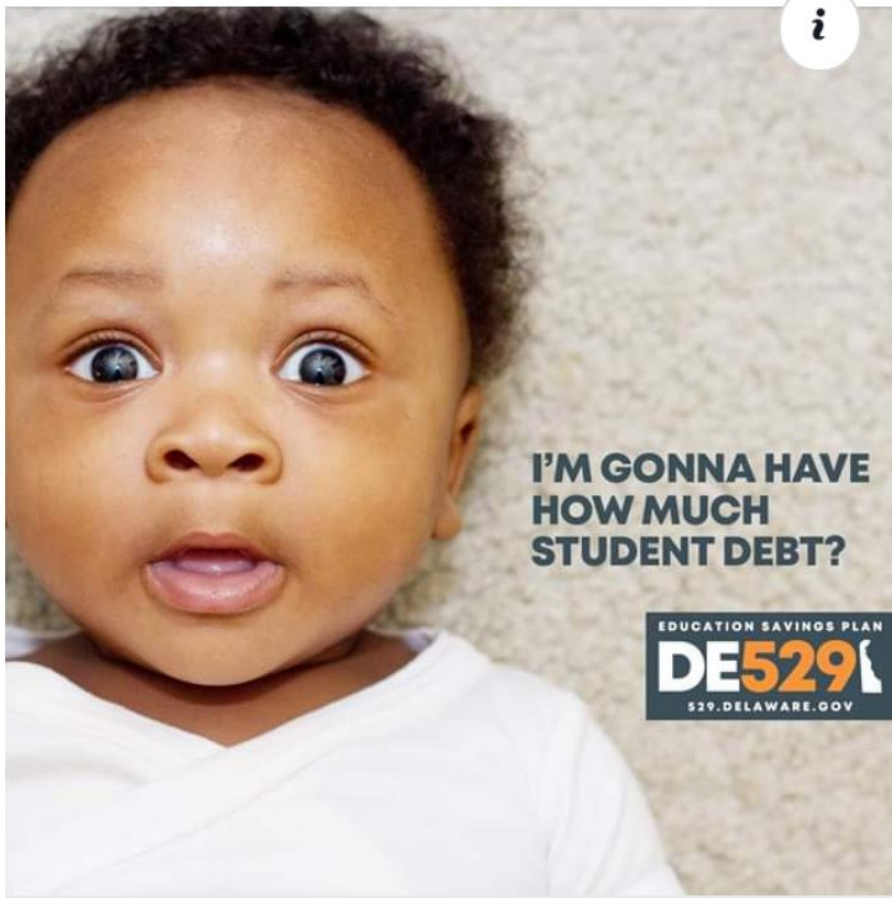
Facebook/Instagram/Audience Network Newsfeed Ads



State Treasurer Colleen Davis
Sponsored · Paid for by Delaware
Qualified Tuit... · ⚙


...

It's never too early to start thinking about school. And with Delaware's 529 Plan, it's easy to save for their future.




TREASURER.DELAWARE.GOV
A PLAN NOW, FOR LATER


LEARN MORE





32

18 Comments 6 Shares

 Like

 Comment


 Share



State Treasurer Colleen Davis
Sponsored · Paid for by Delaware
Qualified Tuit... · ⚙


...

The DE529 Plan makes it easy for everyone to help pay for school. So you can get an early start on saving for their future.




TREASURER.DELAWARE.GOV
AN EARLY START ON SAVINGS


LEARN MORE




27

6 Comments 3 Shares

 Like

 Comment

 Share

Digital Display Banners

START SAVING TODAY!

EDUCATION SAVINGS PLAN
DE529
529.DELAWARE.GOV




EDUCATION SAVINGS PLAN
DE529
529.DELAWARE.GOV

START SAVING TODAY!

START SAVING TODAY!

EDUCATION SAVINGS PLAN
DE529
529.DELAWARE.GOV

Dedicated
E-Blast



I'M GONNA HAVE
HOW MUCH
STUDENT DEBT?


AN EARLY START ON SCHOOL SAVINGS.

ENOUGH TALK. START SAVING.

Education can be expensive. And if you've got a little one, this big cost may not have even crossed your mind yet. But now with Delaware's 529 Plan, saving can be easy.

Delaware's 529 Plan is a simple and flexible way to help you reach your education savings goals. And besides your kids' thank-you for saving them from a load of debt, there are many other benefits:

- People of all income levels can open an account.
- Federal and state tax benefits are available.
- Funds can be used for a variety of college expenses, plus K-12 tuition.
- There's a choice of investment options (age-based strategy or custom strategy).
- No investment minimum is required.




PUTTING
MONEY
IN THE
BANK FOR
COLLEGE.
I SEE YOU.

It's easy to start saving for your child's future, and you don't have to go it alone. Family and friends can contribute online at any time. So, when Uncle Billy doesn't know what to get the little guy or gal for their birthday, don't forget to mention the 529 Plan's Gifting Service.


Learn more at 529.delaware.gov.
And sign up today to start saving for your child's education—they will thank you tomorrow!

EDUCATION SAVINGS PLAN
DE529
529.DELAWARE.GOV



Office of the State Treasurer
Colleen C. Davis

Advertorial
E-Blast



PARENTING IN THE BRANDYWINE VALLEY.
It's better with THE BUZZ.

November 14, 2019


An Early Start on School Savings

[ENOUGH TALK. START SAVING.](#)


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Office of the State Treasurer
Colleen C. Davis

BrandywineBuzz, LLC

Get Social With Us!



Terrestrial Radio

- :30 Spot



Leverage communications and influence events already in place at schools throughout the state.

- “Get the facts” toolkit for parents
- Short presentation at parent meetings/town halls
- Messaging in parent newsletters and email blasts
- Provide the school with pre-written messages for their social media



Baby Activation

- Establish photographer partners for our “DE-529 Face of our Future” baby and toddler photo contest
- Secure “models” to be the faces of future DE-529 communications campaigns
- Increase awareness and interest among parents for leveraging DE-529
- Video assets from the shoot would be used for social media.

